



# Learning How to Become a Data Driven Organization

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# LEARNING HOW TO BECOME A DATA-DRIVEN INSTITUTION

## Thursday

Jan 29th, 2015  
10:30 AM - 12:00 PM

Mission Hills  
Pacific Time

DOMAIN: DATA-INFORMED DECISION MAKING

SESSION TYPE: CONCURRENT SESSION

Whether the issue is student outcomes, retention, research contribution, academic program review, or recruitment efforts, institutions are increasingly turning to data-driven decisions rather than those based on anecdotes, emotion, or tradition. As the saying goes, "If you don't have the data, it is only an opinion." Analytics can help an institution's leadership and staff make data-driven decisions, provided that they understand the main ingredient: their data. This session will provide you with techniques and ideas on how to help your institution become more evidence based and build a data-driven culture. Armed with this data and information, an institution can use it for informed institutional decision making, strategic planning and resource allocation, process changes, and more.

**OUTCOMES:** Explore the need to capture and maintain data that is both accurate and integrated  
\* Investigate how analytics can improve outcomes \* Recognize how setting observable and measurable goals serve to drive engagement and enhance student learning

## Speakers



**Mark Dobransky**

Co-founder and Managing Partner  
Kore Technologies



**John Rome**

Deputy CIO  
Arizona State University

# Agenda

- Introduction
- Ice Breaker
- Estimating Exercise
- “How Big?” Exercise
- Data Quality Exercise
- Data Enrichment Exercise
- Data Warehouse Basics
- Data Driven
- Examples from a Data Driven University